

Message Text

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ORIGIN OPIC-06

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APPROVED BY EB/IFD/OIA:RJSMITH

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FM SECSTATE WASHDC

TO AMEMBASSY BRASILIA PRIORITY

UNCLAS STATE 074481

E.O. 11652: N/A

TAGS: EFIN

SUBJECT: WORLD FOOD SYSTEMS - PHASE II FEASIBILITY STUDY

1. OPIC IS CONSIDERING PARTIAL FINANCING OF FEASIBILITY STUDY FOR THE

ESTABLISHMENT AND OPERATION OF LARGE VOLUME MEAL DELIVERY SYSTEMS
TO CONCENTRATIONS OF INDUSTRIAL PLANTS FROM A CENTRAL PRODUCTION
FACILITY. THE STUDY IS TO BE CONDUCTED BY WORLD FOOD SYSTEMS, A
SUBSIDIARY OF COOK INDUSTRIES.

2. PRELIMINARY STUDY WAS COMPLETED WHICH INVOLVED CONSULTATION
WITH POTENTIAL INDUSTRIAL CUSTOMERS IN THE STEEL, AUTOMOBILE, AND
PETROCHEMICAL FIELDS, AS WELL AS DISCUSSIONS WITH FOUR POTENTIAL
LOCAL JOINT VENTURE PARTNERS.

3. SURVEY WOULD INVESTIGATE MARKET AND SUPPLY POTENTIAL IN INDUSTRIAL
CENTERS INCLUDING RIO AND SAO PAULO, BUT PRODUCTION CENTER WOULD BE
OUTSIDE THE ZONE PROSCRIBED BY OPIC'S PRIOR AGREEMENT.

4. OPIC WOULD APPRECIATE FIELD REACTION OR ANY COMMENTS ASAP

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SINCE WFS ANXIOUS TO GET STUDY UNDERWAY. THE AGRIBUSINESS COUNCIL

IN ACCORD WITH THE STUDY, KISSINGER

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Message Attributes

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